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INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

October 14, 1944

No. 30

POST-WAR ACTIVITY. . . . Beginning this week some quickening of post-war informational activity can be expected. Definite schedules are being developed on the issuance of departmental policy statements, the use of radio, discussion materials, fact sheets, Government and nongovernment periodicals, etc. Some of the post-war agricultural topics on which materials are already out or near completion are: Agriculture and Full Employment; Improvements in Farm Technology and Their Effects on Farm Output; Post-War Problems in Marketing Farm Products; Agricultural Price Policy in the Post-War Period; Forest Conservation and Development; Soil and Water Conservation; Rural Electrification; Rural Housing; Rural Health; Extension of Social Security Programs to Farm People; Farming Opportunities for Veterans and War Workers; Different Types of Farmers Require Different Types of Programs. (A set of these statements can be obtained upon request.) More comprehensive statements are nearly ready on some of these subjects. During the next few months such radio outlets as transcriptions, Farm and Home Hour, Farm Flashes, Consumer Time, etc. will be used. Discussion guides are contemplated on Land Tenure, Social Security for Farm People, Health and Sanitation, Opportunities for Settlers on Land After the War, Production Adjustments, Rural Electrification, Nutrition, Farm Cooperatives, and Price and Income Supports.

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ECONOMIC STABILIZATION FOR FARMERS. . . . Mail order houses of Chicago who have a heavy interest in the welfare of agriculture are cooperating in the program on Economic Stabilization for Farmers. The theme of the program is to set up reserves for post-war needs, preferably in the form of War Bonds, rather than buying land at inflated prices which too often make foreclosure inevitable. Several of these firms have agreed to devote a special page to this program in their next catalog; in some instances they are giving the program ad support. One has issued a pamphlet on the subject, and sent it to dealers, banks, etc.

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AG RELEASES OF SPECIAL IMPORTANCE. . . . Preparing Today for Tomorrow (a talk by Lee Marshall at New York on October 9)--3333; Statement by War Food Administrator Marvin Jones--3351; WFA report on fertilizer situation--3355; Freezer space allocation for armed services--3357.

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OTHER RELEASES OF INTEREST TO AGRICULTURE. . . . September increase in ceiling price of apples extended for remainder of season--OPA-4872; Restrictions on barley sales for malting purposes removed--OPA-4857; OPA Administrator sends memo to advisory committeemen concerning reconversion pricing--OPA-4856; Ceilings established for fresh cranberries for home consumption--OPA-4855; Live hog ceilings changed--OPA-4848; 1944 ceilings for dried apples announced--OPA-4862.

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THE CONTRAST OF INFLATION in certain foreign countries with stability in America under price control will be discussed by Price Administrator Bowles and a guest speaker on the Blue Network October 19, at 7:45 p.m., EWT.

STARTING OCTOBER 17 Station KOA at Denver is adding a 6-day feature to its program on agriculture. The program will be called "The Mile-High Farmer", and will be on each morning from 6 to 6:30 a.m. MWT. It will be heard in parts of all the states adjoining Colorado. Secretary Wickard has sent KOA a congratulatory letter upon the inauguration of this new service.

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PLANNING FOR FARM SAFETY. . . . Some 10,000 representatives of various industries and agencies met at the "33rd National Safety Congress and Exposition" held in Chicago last week to do some constructive planning about SAFETY. Many attending this meeting had the safety of farm families in mind. WFA and USDA were represented by safety and information experts. Farming has increasingly become the most dangerous of the major industries, and the billion dollar annual farm accident bill is a matter of serious concern for all of us.

A highlight of the Congress was an address by Randall C. Swanson, Farm Safety Specialist, University of Wisconsin College of Agriculture. The ingenious information techniques developed and adapted by Mr. Swanson to plant the safety idea in the minds of Wisconsin youth might well be considered for safety programs by other State legislatures and universities.

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GROCER-CONSUMER ANTI-INFLATION CAMPAIGN. . . . This campaign is on now and will continue through December 31, 1944.

Among other aids to effectuate this campaign the Office of Price Administration has sent out a message on the need for the campaign and what to do about it to the women members of all community organizations; to men's clubs; to schools and colleges; to community organizations in general. In addition suggested copy for posters have been sent out for use in stores as well as copy ideas and roughs for advertisers who wish to support this program. If you want to know what to do to help this program get in touch with your local War Price and Rationing Board.

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The FARMER REPORTS TO THE CONSUMER is the title of Consumer Time's October 21 radio show over the NBC Network. Herb Plambeck of WHO (Des Moines, Iowa), MC's this program, with a farmer, a farmer's wife, and one or two 4-H youngsters, who make their report to the Nation. Charles F. Brannan, Assistant Secretary of Agriculture, will speak from Washington.

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RURAL ELECTRIFICATION AFTER THE WAR will be discussed October 21 on the Farm and Home Hour. Connie B. Gay of the Radio Service, Vincent D. Nicholson, Deputy Administrator of REA, and Robert Seabrook, Manager of the Electric Co-op at Millboro, Virginia will do the talking. Ruth Van Deman will be on hand with the usual homemaker's news and information.

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Once more a harvest-time crop report writes ANOTHER AMAZING RECORD OF AMERICAN FARM PRODUCTION. The whole nation--and the whole world, including our allies and our enemies--can well pause to consider that record. . . . Since the beginning of the war we have broken each year the Nation's all-time food production record of the previous year. Each year it has seemed that this procession of broken records must stop, that we must finally have reached our peak--and each year the food harvest has showed another record larger than the last.--From the statement by War Food Administrator Jones commenting on the October 10, 1944 crop report.